

Section 6 PUBLIC PARTICIPATION PROGRAM

6.1 PUBLIC PARTICIPATION PLAN

LCSA prepared a public outreach plan which identified the audience, goals and objectives, strategies, themes and messages, and timeline for a public participation program for the Dulles South Tanks. The complete plan is provided in Appendix B. This plan was followed in developing public participation activities for the project. The major campaign strategies employed were as follows:

- **Face-to Face Interaction** – reach landowners, residents, and County officials; actions include formation of a Citizen Advisory Committee (CAC), participation in information meetings, public hearings and assistance from the fire department.
- **Information Outreach** – conduct in a variety of forms, including direct mail, website, email address, and hotline.
- **Media Relations** – provide information through the local media (Times Mirror, Leesburg Today, Connection and Loudoun Sections of Washington Post).

The programs conducted to implement these strategies are discussed in the remainder of this section.

6.2 PROGRAM DESCRIPTION

LCSA's bill stuffer was used to initially introduce the project. No feedback was received from customers as a result of the initial bill stuffer information. LCSA created a web page at its website (and intranet site for staff), set up a dedicated email address (dstanks@lcsa.org) which was listed in the direct mail materials, and created a hotline with voicemail box to receive stakeholder input or concerns about the project.

Then, in September 2005, a mailer was sent to the approximately 6,000 homes within a two mile radius of the sites identified in the Layer 1 screening. The mailer called for volunteers to serve on a Citizen's Advisory Committee (CAC) for the project. It also listed the email and web outlets for comments on the project. Eighteen people responded to the CAC request.

6.2.1 CAC

The CAC provided a long-term opportunity for interested citizens to develop an understanding of complex and potentially contentious issues, and also provided an

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important source of input and feedback for LCSA. The first CAC meeting was held on October 19, 2005 from 6:30 to 8:45 pm. Twelve community members attended. LCSA and Hazen and Sawyer introduced the project and basic concepts of water distribution system design. The Layer 1 Criteria (see Section 4.1) and the sites initially identified were presented and discussed. Following the meeting, LCSA distributed meeting minutes and the Layer 2 criteria (Table 4-3) to the CAC, and the CAC was asked to provide input regarding the criteria themselves, as well as weighting and scoring of the sites.

The second CAC meeting was held on November 16, 2006 from 6:30 to 8:00 pm. Nine community members attended, and two members who did not attend provided their completed Layer 2 tables by email. Six CAC members completed Table 4-3 on their own prior to the meeting. Hazen and Sawyer discussed each Layer 2 criterion with the group and developed the consensus weighting table (Table 4-4) in a live, interactive format with the CAC during the meeting. The results indicated that Site A, Stone Ridge, was the preferred site.

Complete meeting materials from both meetings, including agenda, exhibits, and minutes, are provided in Appendix B.

6.2.2 Additional Face-to-Face Efforts

LCSA attended several public informational meetings throughout the project (HOAs, etc.). These forums provided an opportunity for LCSA to present information regarding the project in a consistent manner to large groups of stakeholders, while at the same time, providing them the opportunity to have their issues heard. LCSA and Hazen and Sawyer developed talking points and visual aides used for these meetings.

6.2.3 Information Outreach

Two direct mailings were done: the initial brochure announcing the project and recruiting CAC volunteers in September 2005, and a follow-up postcard mailer sent in August 2006 to the approximately 7,000 homes within a two mile radius of the selected site.

The LCSA bill stuffer has featured articles about this project in three of the last five quarters since September 2005, and periodic articles will continue to be included through project completion. Direct mail will also be used (in the form of letters to CAC members and other stakeholders through HOAs and other means), to keep them abreast of progress throughout the project.

LCSA continues to keep an updated web page for the project on its website (<http://www.lcsa.org/dullessouthtanks.cfm>), and this page will continue to be maintained throughout the project.

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6.2.4 Media Relations

An article in the *Loudoun Times Mirror* announced the project, and a second *Loudoun Times Mirror* article was utilized to provide an update and announce the visual impact assessment (balloon testing).

6.2.5 Visual Impact Assessment

Following the selection of Site A and development of a preliminary site plan to locate the proposed tanks on the site, a visual impact assessment was conducted to give residents an opportunity to view the location and elevation of the proposed tanks.

In August 2006, the visual impact assessment was announced in a follow-up mailing sent to the approximately 7,000 homes within a two mile radius of the selected site. It was also announced in a *Loudoun Times Mirror* article, and via email to the CAC and the South Riding Strategic Planning Committee, a community group within the South Riding development. The mailing generated one response from a resident on Goshen Rd. who had not previously commented or been involved in the CAC. LCSA subsequently met with the resident individually to describe the project and address his concerns.

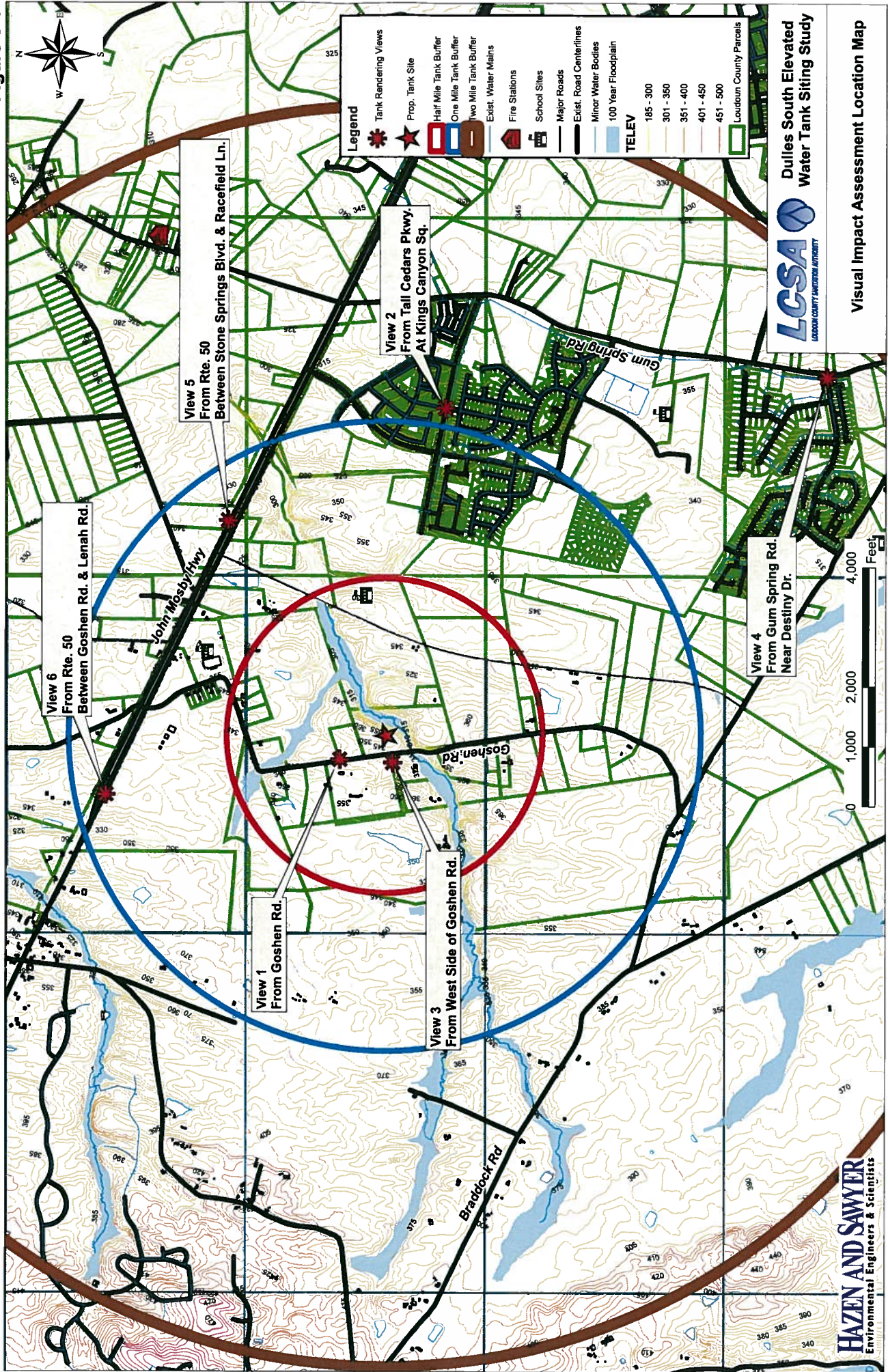
The visual impact assessment was conducted on September 9, 2006 using a 6 ft. diameter red helium balloon, which was flown from about 11:00 am to 3:30 pm at approximately the center of the southernmost tank, as indicated by the star in Figure 6-1 and shown in more detail in Figure 6-2. Figure 6-1 shows the area in which observations of the balloon were made.

The balloon was visible on Goshen Rd. only in immediate vicinity of the site, and even from adjacent lots, the existing tree cover on the site provided significant screening. It was difficult to see the balloon from Rte. 50 due to vegetation and power lines along the roadway and between the road and the tank site. The balloon was visible along the entire existing length of Tall Cedars Pkwy., and more distantly visible from Gum Spring Rd. It was not observed in Lenah Farm, from Lenah Rd., or from Braddock Rd.

Renderings of the proposed tanks as seen from the six viewpoints shown in Figure 6-1 were created using photographs taken during the visual impact assessment. The complete renderings, showing one, two, or three tanks from each viewpoint (except in cases where the second or third tanks were not visible from a particular viewpoint) are shown in Figures 6-3 through 6-17.

Figures 6-3, 6-4, 6-5, and 6-9 illustrate the amount of screening provided by the existing vegetation on the site, as viewed from Goshen Rd. immediately north and west of the site. Figure 6-9 illustrates the proposed entrance drive, which is curved to limit the visibility of the tanks from Goshen Rd.

Figure 6-1



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Figures 6-6, 6-7, and 6-8 demonstrate that the tanks will be clearly visible from Tall Cedars Pkwy. The tanks are much more difficult to see from Gum Spring Rd. (Figures 6-10 and 6-11) and Rte. 50 (Figures 6-12 through 6-17).

6.3 PROGRAM CONCLUSIONS

LCSA has made a wide range of efforts to inform and involve the community in the Dulles South tank siting, through face-to-face contact with the CAC and other groups, information outreach using a variety of methods, and use of local media outlets. The conclusions of the layered screening process conducted with the CAC became the final site recommendation.

Overall, the visual impact of the tanks is relatively low, due to the topography and vegetation of the area and the presence of other tall features (overhead power lines, etc.). The addition of a second or third tank did not significantly add to the visual impact.

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View 1: From Goshen Rd., Two Tanks

Figure 6-4

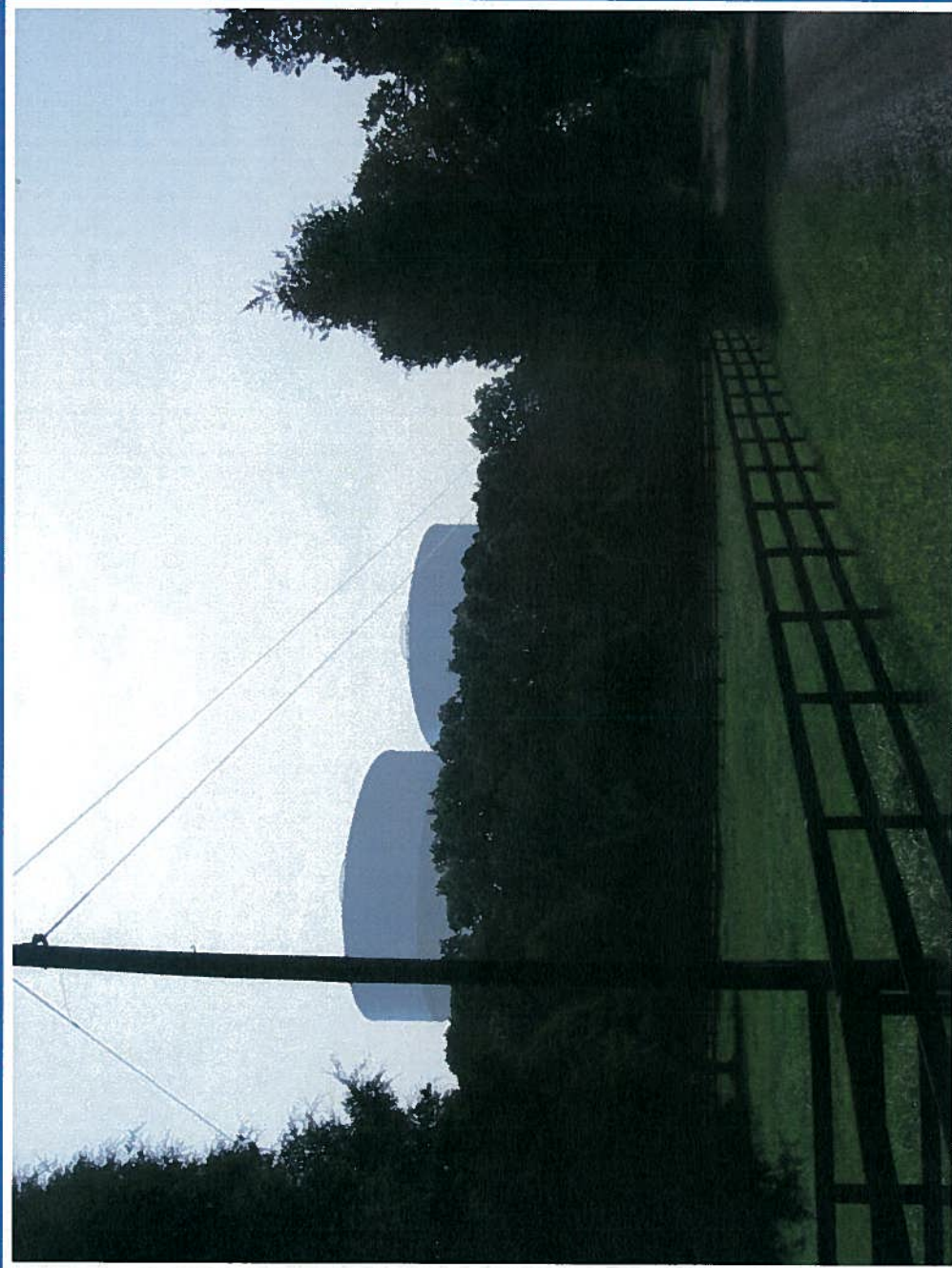


Figure 6-7

View 2: From Tall Cedars Pkwy. at Kings Canyon Sq., Two Tanks



View 4: From Gum Spring Rd. near Destiny Dr., Two or Three Tanks

Figure 6-11





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View 5: From Rte. 50 between Stone Springs Blvd. and Racefield Ln., Two Tanks

Figure 6-13



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View 6: From Rte. 50 between Goshen Rd. and Lenah Rd.,
Two Tanks

Figure 6-16

